

### **ABSTRACT OF THE DISCLOSURE**

Described is a human epidermal and/or human hair treatment composition of (i) fragrance and/or malodour counteractant and (ii) fragrance- and/or malodour counteractant-compatible solvent-containing microcapsules provided in a suspension gel or emulsion. Also described is a method for delivery of fragrance and beneficial agents to the human epidermal surface area region treatment and/or human hair treatment wherein the microcapsules remain on the human epidermis and/or on the hair follicles for a substantial period of time subsequent to their application and the microcapsules are ruptured over a period of time, thereby effecting both an initial delivery of fragrance and beneficial agent subsequent to rubbing, and, in addition, a controlled release of fragrance and beneficial agents into to the treated human epidermis and/or hair follicles.